

**MANSFIELD DOWNTOWN PARTNERSHIP  
MEMBERSHIP DEVELOPMENT COMMITTEE MEETING  
Mansfield Downtown Partnership Offices  
October 18, 2010  
8 AM**

**DRAFT MINUTES**

Present: Frank McNabb (Chair), Alexinia Baldwin, Dennis Heffley

Staff: Cynthia van Zelm

**1. Call to Order**

Frank McNabb called the meeting to order at 8:05 am.

**2. Approval of Minutes from August 16, 2010 and September 20, 2010**

Dennis Heffley made a motion to approve the August 16 and September 20, 2010 minutes. The minutes were approved unanimously.

**3. Review of DRAFT Membership Renewal Letter**

The Committee reviewed the draft membership renewal letter and suggested edits.

**4. Follow-up on Outreach**

**Mr. McNabb will talk to Corine Norgaard about membership from Joshua's Trust due to the proximity of its land to Storrs Center, and assistance with membership generally.**

Cynthia van Zelm said that Committee member Bruce Clouette had spoken to UConn Board of Trustees' member Fran Archambault about putting together packages for the Board. The Committee suggested a presentation to the Board and Ms. van Zelm said that the Town would need to go to the Board with easements requests for Storrs Center so an overall update/presentation could be given then. **Ms. van Zelm will follow-up again with Mr. Clouette and with Alex Roe, Director of Planning, at UConn.**

In an effort to continue to reach people about membership, Ms. van Zelm said the Partnership could do a targeted request to its interested parties list of e-mails. **Ms. van Zelm will work with Partnership Special Projects Coordinator Kathleen Paterson.**

Ms. van Zelm said she spoke with EO Smith principal Lou DeLoreto and the school does not send out information to parents that is not directly school-related. Mr. Heffley suggested that Ms. van Zelm work with the parent teacher organization at the school. **Ms. van Zelm said she will follow-up with a contact at the school.**

Mr. Heffley inquired whether the development team might be able to use some interns from UConn, particularly in the areas of engineering, economics, business, and planning. **Ms. van Zelm said she would talk to the LeylandAlliance team.** She thought it would be difficult to do until the Leyland/EDR team has an office in Mansfield. Mr. Heffley suggested that Committee chairs also be queried as to how their work might benefit from intern help. **Ms. van Zelm will follow-up.**

Ms. van Zelm said that Jim Hintz regretted that he could not make the meeting but they will meet on Wednesday about the UConn off-campus student housing fair on November 3. The fair runs from 11 am to 4 pm in the Student Union ballroom. Mr. Heffley said he would staff a Partnership table from 11 am to 12 pm. Mr. McNabb said he could be there at 12 pm. **Ms. van Zelm will check the Partnership staff calendar and ask other committee members if they can help.**

**Ms. van Zelm will follow-up with Cindy Dainton, new Mansfield Senior Services Coordinator, about an article in Senior Sparks.**

**Ms. van Zelm will prepare a draft article for StaffLink, the Windham Hospital's staff newsletter.**

Ms. van Zelm said the Board's student representative, David Lindsay, was working on a t-shirt design for a t-shirt that could be a benefit for membership for students.

After talking to UConn Co-op's General Manager Bill Simpson, Mr. McNabb suggested that the Partnership's table at the Co-op be on the Sunday and Monday before the spring session starts (January 16 and 17). Ms. van Zelm said the 17<sup>th</sup> is a holiday for the Partnership (Martin Luther King Day). Mr. McNabb suggested that there be posters of the new restaurants coming in as part of the table display. Ms. Baldwin suggested that a map that shows Phases 1A and 1B within the context of the entire project would be a good visual. **Ms. van Zelm will follow-up with LeylandAlliance and BL Companies respectively on these requests.** Mr. Heffley also suggested that students like posters. Ms. van Zelm thought the t-shirt design could be integrated into a poster if a poster was designed.

**Ms. van Zelm will follow-up with Alumni Executive Director Lisa Lewis on alumni outreach this week.**

**5. Next Meeting**

The Committee agreed to meet on Monday, November 22 at 8 am in the Partnership office.

**6. Adjourn**

The meeting adjourned at 9:00 am.

*Minutes taken by Cynthia van Zelm.*